Automotive World News

Fiat hopes lightning strikes twice

Flying down to Rio for another Uno launch

By Richard Feast
European Editor

Fiat Auto likes what's happened with its little Uno hatchback. Soaring sales nearly thrust Fiat into new-car sales leadership in Europe last year.

The company is so pleased that it hopes a little of the magic will rub off on its new, sporty Uno Turbo model.

For starters, the company outdid itself in impressing the press. In introducing the original Uno, Fiat flew European auto journalists to sunny Florida in mid-winter.

Could Fiat top this? It not only could. It did.

Recently the Italian auto maker hauled a jumbo-jet load of European scribes to Rio de Janeiro. The timing just happened to coincide with the opening round of the Formula One auto racing world championship, the Brazilian Grand Prix.

Fiat's determination to return to grandiose car introductions of the pre-oil crisis era is at odds with the rest of Europe's auto industry. Fiat maintains these flamboyant affairs are cost effective, but very few others believe the idea will sweep the industry.

Europe's volume car-makers recognize their more straitened circumstances these days. When profit margins are tight, they fear a backlash from disgruntled shareholders.

But Uno has been such a runaway success that Fiat apparently fears nothing, including fear itself. The car accounts for about 45 percent of the company's European production, which belies the popular adage about no one making money on small cars. Fiat's 1984 financial report is due shortly, and the automobile division is expected to announce a profit nearly doubling 1983's $45 million.

The full-scale launch of Lancia Thema in June and debut of the Fiat Type 4 this fall — both of which will yield even bigger per-car profits — point toward further financial enrichment.

Vittorio Ghidella, managing director of Fiat Auto and architect of the turnaround, declares, "We are producing 2,450 Unos a day. We were going to produce 2,200, and we would have been happy with 2,000."

Ghidella refers to European output at Mirafiori and Rivalta. Now the Uno is being produced at Belo Horizonte, Brazil, as well. Launched there last September, it is being built at a rate of 5,000 a month, mainly for the domestic market.

Total Uno volume has reached one million units in little more than two years. It is the company's fastest first million.

This year Fiat will build 10,000 of the new Turbos, and plans to double that in 1986. The 125-mph speedster, just 144 inches long, is a worthy contender in what is referred to as the "hot hatch" car market.

The "hot hatch" was practically invented by Volkswagen with its Golf GTI. Every other self-respecting European company followed that path toward compact cars with good performance and superior handling and road holding.

Among the cognoscenti, the Peugeot 205 GTI now has been established as the benchmark "hot hatch." Its appeal is an example of how public perception of a company can be changed. Peugeot's image suddenly has switched from dowdy to devilish.

Fiat's Uno Turbo has a 1.3-liter four-cylinder engine. With turbo and intercooler, it produces 105 bhp. In a car weighing only 1,860 pounds, the result is good performance (zero to 62 mph in 8.3 seconds) and fuel economy (32 mpg average for three ECE measurements).

The Fiat Uno Turbo in Rio de Janeiro.

Happy days for Fiat Automoveis

First positive balance sheet in nine years

Fiat Automoveis will soon report its first positive financial report since the Brazilian company was established nine years ago.

Alberto Fava, executive vice president, predicts it will be a purely symbolic return on revenues of $850 million, but he maintains the breakthrough is significant.

When established, the enterprise was financed 57 percent by Fiat Auto in Italy and 43 percent by the state of Minas Gerais, Brazil, where the Belo Horizonte factory is located.

Two subsequent share issues have boosted Fiat's holding to 82 percent, and indications are Minas Gerais wants to sell its remaining holding. Fiat has first option, but so far has not confirmed it will buy the 18 percent.

Auto sales in Brazil for the year will amount to 700,000, of which Fiat will have 13 percent. Over the longer term, Brazil's auto makers are shooting for a million-unit national market — a point almost reached in 1980 with 945,000.

"This market deserves one million," maintains Fava, who hopes it will happen by year 2000.

Fiat is proud of its status as Brazil's No. 1 auto exporter. This year it will produce 80,000 cars (including kits) and 220,000 engines for export. This means Fiat is now producing more units than when Brazilian demand was at its peak in 1980.

Fava believes Brazil's export incentive scheme, known as Befiex, and good product quality at a low price are enough to offset the disadvantages of inflation running at 200 percent and more.

—Richard Feast

Advanced system for Fiat

Ferrari is completing advanced four-wheel-drive development systems for all Fiat group cars, according to the man who shares the roles of Ferrari chairman and Fiat Auto managing director.

Vittorio Ghidella says the projects are under direction of top Ferrari engineer Mauro Forghieri. But he will reveal no more details about techhnical aspects or introduction dates.

Speaking at the Uno Turbo launch in Brazil, Ghidella also confirmed that Fiat's 1.0-liter FIRE engine is the first of a line with standardized components. There will be a 700-cc three-cylinder, 750-cc three-cylinder, 1.0-liter four-cylinder (the one already shown) and 1.1-liter four-cylinder.

First application is in the new Lancia Y10. First Fiat Unos with FIRE power will appear this summer.

—Richard Feast

Uno is Europe's No. 1 seller

Volkswagen Golf is second to Italian marque

Fiat Auto's claim that its Uno was the top-selling car in Europe in 1984 is borne out by an Automotive News annual survey of national buying patterns.

Fiat estimates Uno attracted almost 484,000 new customers in 1984, about 1,500 more than the Volkwagen Golf. Fair enough.

But while Uno's power base was Italy, where nearly 70 percent were registered, Golf's appeal was more widespread. It was the best seller in three countries — West Germany, Switzerland and Austria — and second in five other national top 10 markets.

Yet the most consistent sellers, according to the survey of 14 national markets, were cars produced by American-owned companies. That exemplifies the effectiveness of a pan-European design and marketing approach that harbors fewer biases toward national considerations.

Three Ford models scored firsts: Escort in the UK, Sierra in Norway and Fiesta in Ireland. Moreover, Escort took second in all but two of the top 10 national rankings.

At rival Adam Opel, General Motors' European flag bearer, Kadett was No. 1 in the Netherlands and Belgium and recorded 10 places in the top 10 markets.

The biggest turnaround in 1984 occurred in France where the Peugeot 205 soared to the top past the country's perennial best seller, the Renault 5, which slumped to a distant second.

Another major change came in Belgium where Kadett deposed the 1983 winner, Escort.

The only first for a Japanese car was

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Ford edges Fiat for European sales leadership

Only 13,000 sales separate top two makes as Renault slips out of contention

It was only tentative before. Now it is official. Ford was the No. 1 new-car retailer in Western Europe in 1984.

But the contest was even closer than in 1983 when Renault's nose-to-the-wire margin over Ford was about 17,000 units. In 1984 Ford's advantage over Fiat Auto was a scant 13,000 as Renault slipped out of contention.

As official statistics from national organizations filtered in, it became clear that they would confirm preliminary returns. The final figures show a market share of 12.8 percent for Ford and 12.7 percent for Fiat.

Rounding out Europe's top six sellers for 1984 are Volkswagen-Audi (12.1), Peugeot group (11.5), General Motors (11.3) and Renault (10.9).

Total demand in Western Europe last year fell nearly three percent to just below 10.12 million units. Four of the five largest markets recorded falls, leaving an overall decline in Europe of 309,000 units from 1983.

Early indications for first-quarter 1985 suggest the downward trend is continuing. Sales at the end of March were down 4.8 percent from a year earlier. The main difference this year is that Fiat Auto has moved into a comparatively healthy lead and GM is pressing Ford for second place.

Last year's achievement by Ford was noteworthy because it was the the first time the company has been the market leader. However, the intense competition did little for Ford financially, and the company has gone on record as saying it will not defend market share at the expense of profitability.

Nonetheless, in 1984 Ford made broad gains across Europe, most notably in West Germany, France and Spain, although it declined in the UK and Italy. Ford regained market leadership in the UK, Ireland and Norway, and was the leading importer in France. In sales volume, the UK was Ford's key last year, but its German, French, Spanish and Italian showings were very respectable.

Italy was Fiat's key market in 1984, even though it lost some share. Fiat made gains on a wide front across Europe, but relied on Italy for 70 percent of its European car business, making the company vulnerable should something unfortunate happen in its home market.

No other maker relies to such an extent on one market — not even VW-Audi in West Germany. VW-Audi lost some share there last year but still held onto

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EUROPE'S 1984 BEST SELLERS

WEST GERMANY
(2,393,539 total sales)

Pos.	Model	1984 Units	1983 Pos.
1	VW Golf	280,229	1
2	Opel Kadett	171,718	2
3	Mercedes-Benz 190	106,121	—
4	BMW 3-series	101,692	7
5	Opel Ascona	97,954	4
6	VW Passat	92,382	5
7	Ford Sierra	88,713	6
8	Mercedes-Benz W123	87,582	3
9	Ford Escort	84,164	—
10	Audi 80	74,331	8

FRANCE
(1,757,873 total sales)

1	Peugeot 205	171,702	5
2	Renault 5	155,523	1
3	Renault 11	144,688	3
4	Citroen BX	107,160	7
5	Peugeot 305	82,897	6
6	Renault 25	71,035	—
7	Renault 9	67,476	2
8	Renault 18	57,009	4
9	Citroen Visa	54,732	8
10	Ford Fiesta	50,304	—

UNITED KINGDOM
(1,749,650 total sales)

1	Ford Escort	157,340	1
2	Vauxhall Cavalier	132,149	4
3	Ford Fiesta	125,851	5
4	Austin-Rover Metro	117,442	3
5	Ford Sierra	113,071	2
6	Austin-Rover Maestro	83,072	6
7	Vauxhall Astra	56,511	7
8	Vauxhall Nova	55,442	—
9	Ford Orion	51,026	—
10	Volvo 300 series	35,034	10

ITALY
(1,636,363 total sales)

1	Fiat Uno	331,050	1
2	Fiat Panda	125,650	3
3	Fiat Regata	110,700	—
4	Fiat Ritmo	110,550	2
5	Autobianchi A112	67,500	5
6	VW Golf	59,950	6
7	Alfa Romeo 33	50,700	—
8	Lancia Prisma	46,900	9
9	Renault 5	44,050	8
10	Ford Fiesta	37,050	—

SPAIN
(493,890 total sales)

1	Renault 11	40,043	—
2	Renault 9	37,625	1
3	Opel Corsa	35,675	4
4	Peugeot 205	30,211	—
5	Ford Fiesta	29,850	6
6	Renault 5	26,062	2
7	Seat Ronda	25,573	5
8	Renault 18	25,519	3
9	Seat Panda	23,957	7
10	Ford Escort	21,438	10

NETHERLANDS
(461,391 total sales)

1	Opel Kadett	30,712	1
2	Ford Escort	30,459	2
3	VW Golf	30,637	4
4	Volvo 300 series	18,308	3
5	Opel Corsa	18,192	6
6	Ford Sierra	13,402	7
7	Opel Ascona	12,656	5
8	Peugeot 205	9,840	—
9	Fiat Uno	9,754	—
10	Mazda 626	9,184	—

BELGIUM
(352,227 total sales)

1	Opel Kadett	18,598	2
2	VW Golf	16,639	1
3	Ford Sierra	11,011	6
4	Peugeot 205	10,357	—
5	Ford Escort	10,335	8
6	Toyota Corolla	9,137	—
7	Opel Ascona	9,111	4
8	Ford Fiesta	9,050	5
9	Opel Corsa	8,968	—
10	Fiat Uno	8,037	-

SWITZERLAND
(267,488 total sales)

1	VW Golf	18,223	1
2	Opel Kadett	14,013	2
3	Opel Ascona	9,317	5
4	Ford Escort	9,127	4
5	BMW 3-series	8,363	7
6	Ford Sierra	7,095	3
7	Peugeot 205	5,574	—
8	Opel Corsa	5,368	—
9	Fiat Uno	5,162	—
10	Toyota Corolla	4,980	—

SWEDEN
(231,121 total sales)

1	Volvo 200-series	38,500	1
2	Saab 900	22,505	2
3	VW Golf/Jetta	13,895	3
4	Volvo 700-series	13,606	—
5	Ford Escort	10,409	8
6	Volvo 300-series	10,389	4
7	Opel Kadett	9,159	5
8	Ford Sierra	6,738	9
9	Saab 90	5,924	*7
10	Mazda 323	5,911	6

*—Position for Saab 99, subsequently replaced by 90.

AUSTRIA
(207,447 total sales)

1	VW Golf	17,528	1
2	Opel Kadett	12,103	3
3	Mazda 323	9,881	2
4	Ford Escort	9,825	6
5	Mazda 626	9,621	5
6	Opel Ascona	9,506	4
7	Ford Sierra	6,607	7
8	BMW 3-series	5,462	—
9	Audi 80	4,706	8
10	Fiat Uno	4,629	—

DENMARK
(134,345 total sales)

1	Toyota Corolla	9,476	4
2	Opel Kadett	8,912	1
3	Ford Sierra	8,727	3
4	Ford Escort	8,389	6
5	Skoda	6,736	2
6	Mazda 323	5,874	5
7	Mazda 626	5,829	7
8	Opel Ascona	5,049	9
9	Lada	4,091	8
10	Ford Fiesta	3,328	—

FINLAND
(126,995 total sales)

1	Lada	11,290	1
2	Nissan Sunny	7,619	2
3	Toyota Corolla	7,395	3
4	Ford Escort	5,432	6
5	Mazda 323	4,414	5
6	Nissan Cherry	3,984	4
7	Mazda 626	3,912	—
8	Opel Kadett	3,805	7
9	Saab 99/90	3,577	8
10	Opel Ascona	3,540	10

NORWAY
(107,237 total sales)

1	Ford Sierra	5,841	1
2	Ford Escort	5,771	9
3	Volvo 200-series	5,102	2
4	VW Golf	4,752	3
5	Mazda 626	4,680	5
6	Opel Ascona	4,336	4
7	Mazda 323	4,159	6
8	Opel Rekord	3,869	7
9	Mazda 929	3,323	8
10	Toyota Carina	3,022	—

IRELAND
(56,141 total sales)

1	Ford Fiesta	5,224	1
2	Toyota Corolla	3,544	2
3	Opel Ascona	2,879	7
4	Opel Kadett	2,826	3
5	Ford Escort	2,387	5
6	Ford Siera	2,359	4
7	Toyota Carina	2,326	—
8	Toyota Starlet	2,274	6
9	Fiat Uno	1,821	—
10	Nissan Sentra	1,635	9

EUROPEAN SHARES OF NEW-CAR MARKET BY COMPANY AND COUNTRY, 1984-83

Country		Ford	Fiat Auto	VW-Audi	Peugeot Group	General Motors	Renault	Austin-Rover	Daimler-Benz	BMW	Volvo	Japan (all)	Total units
Austria	'84	10.83	7.24	20.50	6.90	12.98	4.84	0.12	3.49	3.79	1.63	28.10	207,447
	'83	8.98	5.95	21.99	6.35	13.70	4.95	0.19	3.34	3.44	1.56	28.35	247,847
Belgium/Lux	'84	9.64	6.28	13.30	13.69	11.72	8.30	1.82	2.46	2.57	2.14	20.15	352,227
	'83	7.79	6.20	13.09	13.54	11.14	8.18	1.51	2.49	2.96	2.05	22.92	338,933
Denmark	'84	16.85	5.44	6.97	6.88	14.16	0.47	0.27	0.69	1.87	4.11	29.61	134,345
	'83	14.77	5.35	5.24	7.09	13.73	0.57	0.07	0.77	2.03	3.78	31.01	116,238
Finland	'84	8.62	5.15	6.22	6.75	8.45	0.71	0.05	2.08	1.97	4.76	37.83	126,995
	'83	8.23	7.64	4.71	6.78	8.02	0.69	0.24	2.40	2.00	4.78	40.15	119.440
France	'84	7.86	5.53	5.55	33.13	4.37	31.00	1.72	1.08	1.72	0.90	3.03	1,757,673
	'83	7.11	5.10	5.72	32.21	3.83	35.13	1.01	0.93	1.64	0.69	2.70	2,017,617
Greece*	'84	7.44	2.36	3.85	7.09	12.93	8.40	—	—	—	—	30.96	65,747
	'83	9.03	3.72	2.86	5.59	9.99	7.87	—	—	—	—	39.57	61,549
Ireland	'84	21.63	7.92	5.26	4.58	14.45	8.56	5.40	0.54	0.74	1.68	27.47	56,141
	'83	21.47	8.91	4.45	4.36	12.60	8.85	5.26	0.49	0.65	1.47	30.01	59,132
Italy	'84	4.48	54.28	5.90	6.65	5.09	8.95	1.26	0.92	1.68	1.29	0.17	1,636,363
	'83	4.57	55.42	5.69	6.41	3.47	10.22	1.71	0.84	1.76	1.09	0.14	1,580,672
Netherlands	'84	12.81	7.30	9.21	10.50	15.53	5.65	1.41	2.01	2.80	5.09	22.01	461,391
	'83	10.82	6.55	8.29	10.59	16.31	6.36	1.74	1.94	3.23	4.81	23.49	459,379
Norway	'84	14.73	4.95	10.28	6.12	12.42	0.47	0	1.73	2.05	7.87	34.48	107,237
	'83	14.79	2.49	11.13	5.12	13.28	0.44	0	1.56	1.90	7.61	35.86	109,672
Portugal	'84	5.4	14.76	1.29	12.48	13.69	36.66	3.90	3.11	0.51	0.93	6.81	74,638
	'83	5.35	14.00	1.99	15.46	8.97	36.52	5.58	4.55	1.06	1.24	9.74	76,702
Spain	'84	14.90	0.83	5.62	20.72	8.70	29.59	0.47	0.31	0.65	0.30	0.71	493,890
	'83	13.24	0.80	1.05	18.09	9.44	32.12	0.40	0.68	0.69	0.30	1.05	528,323
Sweden	'84	11.02	2.98	11.25	3.19	9.48	1.10	0	2.70	1.82	27.00	14.89	231,121
	'83	9.93	2.57	10.19	3.09	9.60	1.02	0	2.70	1.89	28.56	15.24	217,123
Switzerland	'84	8.60	8.09	15.83	8.59	14.05	5.53	0.86	2.21	4.56	2.33	24.51	267,488
	'83	8.86	8.53	14.77	8.73	13.05	5.38	0.70	1.93	4.02	2.38	27.20	273,886
United Kingdom	'84	27.83	2.87	5.52	5.43	16.16	3.48	17.66	0.82	1.47	3.38	11.31	1,749,650
	'83	28.91	277	5.62	5.87	14.63	3.51	18.01	0.75	1.43	3.42	10.83	1,791,699
W. Germany	'84	12.27	4.58	27.90	4.00	16.28	3.56	0.31	9.76	6.66	0.64	12.04	2,393,939
	'83	11.87	4.18	28.27	3.79	18.49	3.69	0.20	10.14	6.41	0.63	10.56	2,426,774
Total	'84	12.83	12.70	12.07	11.53	11.32	10.92	3.87	3.25	2.92	2.35	10.30	100
	'83	12.48	12.11	11.77	11.75	11.09	12.65	3.84	3.28	2.92	2.22	10.05	100
Units	'84	1,297,829	1,284,940	1,221,444	1,166,817	1,144,911	1,104,911	391,468	329,014	295,071	237,564	1,041,780	10,116,292
	'83	1,301,615	1,262,691	1,227,096	1,224,965	1,156,624	1,318,674	400,388	341,703	304,093	230,978	1,047,323	10,425,284

*—Full Greek breakdown unavailable

world news briefs

Leif Mellberg and his six-wheel station wagon.

Japanese thank West Germans

They gave Japan's European sales a boost in 1984

The share of Europe's new-car market captured by Japanese makes increased fractionally in 1984. Only happenings in West Germany kept the Japanese from showing a substantial decline.

A year ago, as German auto workers plunged their industry into a six-week strike, Japan was ready and waiting to supply German motorists with the new cars they could not obtain from their own manufacturers.

While the German market declined overall in 1984, sales of Japanese products increased, giving Japanese cars a combined market share for the year of more than 12 percent in Germany, up from 10.5 percent in 1983.

In contrast, Japanese market-penetration fell in practically every other European country, reflecting toughly competitive conditions as Europe's domestic companies scrapped aggressively for sales.

Besides Germany, there was a small gain for the Japanese in the UK and France; but both countries have unspoken quotas on Japanese makes. The Japanese lost penetration in Europe's free markets, including two to three percentage points in the Netherlands, Belgium, Finland, Ireland, Portugal and Greece. The drops were an even greater five points in Norway and eight in Greece.

By adding more than 31,000 units in Germany, Japanese makes ended 1984 with total Western European sales of more than 1.04 million and a market slice of 10.3 percent. The numbers were by no means evenly distributed, since there are restrictions on Japanese brands in Southern European countries including Italy, France, Spain and Portugal.

Finland, with nearly a 38 percent Japanese share, and Norway, almost 35 percent, were the main Japanese fanciers. Austria, Belgium, Denmark, Greece, the Netherlands, Ireland and Switzerland each gave 20 to 30 percent of 1984's business to Japanese companies.

West Germany was the top volume market for the Japanese in 1984 at 288,000 units. Next was the UK at nearly 198,000. Only other country to record six figures in Japanese registrations was the Netherlands with some 101,500. Belgium's 71,000 and Switzerland's 65,500 were next highest.

For all but one Japanese maker, West Germany was the single most important market. Mazda was the leading Japanese import there with nearly 65,500 registrations, as well as in Austria, Norway and Sweden. Mazda also was a close runnerup to Nissan in France.

The exception to West Germany top-market standing was Nissan's glittering showing in the UK, where it tallied more than 106,000 sales, further confirming the importance of Nissan and the UK to Japan's export machine. Nissan's UK importer accounted for every 10th Japanese car sold in all of Europe.

No other performance approached that. It represented nearly 40 percent of Nissan's European sales, even though Nissan was also the leading Japanese marque in Finland, France and the Netherlands. It indicates why Nissan is prepared to protect its European presence by building a factory in the UK.

Nissan's Western Europe sales total last year topped 278,000 compared to 222,000 for Toyota, whose most important national market was Germany (53,000), even though it was not the market leader there.

Toyota was the main Japanese make in Belgium, Denmark, Ireland, Portugal and Switzerland.

Mazda was third overall in Western Europe with just under 200,000.

— Richard Feast

Six-wheeler from Sweden

Saab customizing specialist Leif Mellberg, of Nykoping, has created this unusual six-wheeler from what had been a written-off Saab 900. The vehicle has a station wagon body nearly 24 inches longer than the standard car. Mellberg's previous creation was a Saab with gull wing doors known as Blue Spirit.

Kadett on course

Adam Opel has responded to rivals' carpings that the new Kadett got off to a slow start. The company reports first quarter sales up 15.5 percent. Opel and Vauxhall Motors in the UK sold 134,604 units in the first three months—a rate which, if continued, will put the Kadett/Astra firmly among Europe's bestsellers.

Who has most cars

France's CSCA estimates there were 539 cars for every 1,000 inhabitants in the U.S. at the beginning of 1984. Among other countries it lists 403 in West Germany, 388 in Switzerland, 380 in France, 360 in Sweden, 358 in Italy, 290 in the UK and 220 in Japan.

MAN says no

Suggestions that West German heavy vehicle producer MAN is to move into the orbit of GM's Truck and Bus Group have been scotched by MAN's head of vehicle sales, Dr Gunter Dietz.

Spen King retires

C. S. "Spen" King, most recently vice chairman of BL Technology, has retired. King joined Rover in 1945 and, following various changes of company ownership, was largely responsible for the development of all Rovers and Triumphs in the mid-'70s. Among them were the Spitfire, TR6, TR7, Dolomite Sprint, Rover 2000, Rover 3500 and Range Rover.

Hino engines for India

Reports from India suggest that Ashok Leyland, the country's No. 2 commercial vehicle maker, is to buy diesel engine technology from Hino.

Still slow in France

New car demand in France is still slow, despite last year's substantial sales drop. In the first quarter of this year registrations were down 1.8 percent at 438,709.

Fiat Uno

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Toyota Corolla in Denmark. Overall, Mazda models, particularly the 323, gained more places than any other Japanese marque. Nissan, which outsells other Japanese makers in Europe, had very few top 10 places, and Honda had none.

A reminder of Finland's close trade link with the Soviet Union was provided by Lada's first place there once again. Indeed, the Finns proved to be more consistent in their car-buying habits than other Europeans. Only one newcomer made it to Finland's chart last year, and the finishing order was similar to 1983.

Uno's 331,000 sales in home-country Italy accounted by far for the biggest single chunk of sales by any make in any European market. It was followed by Golf's 260,000 sales in West Germany, 172,000 each for Peugeot 205 in France and Kadett in Germany, and 155,000 each for Escort in the UK and Renault 5 in France.

In terms of market domination, nothing approached Uno's lock on Italy where it accounted for one of every five cars sold. Next best was 17 percent in Sweden by the Volvo 200 series, Golf's 11 percent in Germany and the 205's 10 percent in France.

— Richard Feast

Ford

Continued from Page 35

nearly 28 percent. Its other strengths were in France, UK, Italy and Belgium, where it is also a producer. It was market leader in Austria and Switzerland.

The Peugeot group (PSA) returned to French market leadership last year, and improved in its important markets of Spain, Belgium, Germany and Italy. But an overall sales decline in France and further erosion of its British share caused PSA to slip overall. But the feeling is PSA has bottomed out and, compared with its French rival Renault, appears to be in glowing health.

GM's main setback last year, after several years of rapid gain, was caused by the German metalworkers strike. Its Adam Opel operation was a direct strike target, and as a result of vehicle shortages went into reverse in its important domestic market.

But Adam Opel improved its UK share considerably and made important gains from fairly low bases in Italy and France. Much of this was attributable to the Spanish-built Corsa, a type car much in demand in Southern Europe.

Last year was the worst ever for Renault. It lost its leading position in Europe and suffered horrendous financial returns. It dropped from first place in France, its bedrock market, and saw its important representation in Spain and Italy dwindle. It also suffered share losses in the UK and Germany.

Overall, Renault had nearly 214,000 units wiped away in 1984 from the previous year. The general decline in France (by 260,000) was a big reason, although some Renault products began to look outdated.

Collapse of the French market was by far the most important national trend in Western Europe last year. Also declining, however, were the UK by 42,000 sales, Spain by 4,000 and Germany by 33,000.

The 56,000 sales gain in Italy, 40,000 in Austria and other national upswings were not enough to produce an overall improvement.

JAPAN'S NEW CAR SALES IN EUROPE — 1984

Country	Daihatsu	Honda	Isuzu	Mazda	Mitsubishi	Nissan	Subaru	Suzuki	Toyota	Total	%	1983 %
Austria	785	3,993	83	20,772	5,691	10,779	2,963	3,222	9,997	58,285	28.10	28.35
Belgium/Lux	1,853	8,917	105	10,157	9,649	14,206	2,186	3,196	20,714	70,983	20.15	22.92
Denmark	1,898	1,429	11	12,258	1,910	7,022	158	153	14,937	39,776	29.61	31.01
Finland	829	3,899	116	8,575	4,863	14,860	186	1,771	12,947	48,046	37.83	40.15
France	0	7,667	0	14,597	3,505	14,694	0	0	12,720	53,183	3.03	2.70
Greece*	___	4,747	___	1,860	1,830	7,070	___	___	2,699	20,356	30.96	39.57
Ireland	7	9	0	1,178	0	5,143	0	6	9,078	15,421	27.47	30.01
Italy*	___	___	___	___	___	___	___	___	___	2,806	0.17	0.14
Netherlands	4,147	12,727	67	16,848	13,552	21,908	2,836	10,847	18,617	101,549	22.01	23.49
Norway	803	2,613	0	13,166	4,032	5,551	1,197	0	9,610	36,972	34.48	39.86
Portugal	68	567	23	346	432	1,411	294	104	2,274	5,081	6.81	9.74
Spain*	___	___	___	___	___	___	___	___	___	3,496	0.71	1.05
Sweden	1,048	3,472	0	10,893	1,810	7,879	617	0	8,696	34,415	14.89	15.24
Switzerland	1,107	8,363	562	8,530	8,348	10,344	7,843	3,465	16,989	65,551	24.51	27.20
United Kingdom	4,779	18,916	0	17,505	10,559	106,360	3,673	3,391	32,702	197,702	11.31	10.83
W. Germany	6,542	37,613	3,029	63,474	44,017	58,018	7,632	14,701	53,132	288,158	12.04	10.56
Total	23,866	114,932	3,880	198,299	108,468	278,175	29,585	40,856	222,413	1,041,780	10.30	10.05

*Full manufacturer breakdowns for Greece, Italy and Spain are unavailable.

Automotive World News

REGISTRATIONS OVERSEAS

WEST GERMANY
Cars

	3 mos., 1985	3 mos., 1984
Alfa Romeo	2,329	3,421
Austin Rover	1,637	2,104
Bertone	85	107
BMW	31,967	49,583
Daihatsu	1,681	1,658
Fiat Auto	28,127	31,241
Ford	48,806	70,068
GM-Opel	92,048	122,319
Honda	7,348	10,300
Isuzu	1,050	627
Jaguar	588	401
Lada	1,978	2,551
Land Rover	243	174
Mazda	17,598	17,764
Mercedes-Benz	70,697	68,083
Mitsubishi	10,270	11,305
Nissan	13,566	15,917
Peugeot SA	24,098	29,228
Citroen	9,679	11,377
Peugeot/Talbot	14,419	17,851
Pininfarina	226	93
Porsche	3,136	3,728
Renault	19,462	25,007
Saab	834	1,158
Seat	924	1,135
Skoda	454	600
Subaru	2,820	1,824
Suzuki	5,022	3,700
Toyota	13,760	12,890
VW-Audi Group	159,936	189,148
Audi	33,068	40,350
Volkswagen	126,868	148,798
Volvo	3,288	4,344
Others	449	347
Total	570,120	687,836

UNITED KINGDOM
Cars

	3 mos., 1985	3 mos., 1984
Alfa Romeo	897	1,293
BL	90,786	91,117
Austin Rover	89,773	90,203
Range Rover	1,013	914
BMW	9,688	7,920
Daihatsu	1,326	1,461
Fiat Auto	13,999	14,493
Ford	131,423	136,483
SO	1,527	1,080
GM-Vauxhall-Opel	92,670	94,994
Honda	3,952	3,957
Hyundai	1,235	717
Jaguar	2,253	2,153
Lada	3,346	3,675
Lotus	174	143
Mazda	3,974	4,583
Mercedes-Benz	5,424	4,947
Mitsubishi	3,493	3,071
Nissan	19,459	20,838
Panther	21	61
Peugeot SA	28,659	28,923
Citroen	7,323	8,736
Peugeot/Talbot	21,336	20,187
Reliant	58	35
Renault	21,059	18,780
Rolls-Royce	203	182
Saab	2,333	2,603
Skoda	2,139	3,008
Subaru	678	607
Suzuki	1,157	953
Toyota	7,753	6,744
VW-Audi	31,671	28,425
Audi	6,156	6,065
Volkswagen	25,515	22,360
Volvo	18,276	16,666
Zastava	1,429	1,596
Others	1,429	1,596
Total	503,148	502,861

SWEDEN
Cars

	3 mos., 1985	3 mos., 1984
Alfa Romeo	312	252
BMW	939	978
Daihatsu	203	229
Fiat Auto	1,575	1,636
Ford	7,933	5,521
GM-Opel	7,624	5,572
Honda	897	864
Lada	322	372
Mazda	2,576	2,653
Mercedes-Benz	2,247	1,212
Mitsubishi	543	282
Nissan	1,935	1,307
Peugeot SA	1,776	1,901
Citroen	736	892
Peugeot/Talbot	1,040	1,009
Porsche	53	59
Renault	426	416
Saab	7,694	8,322
Skoda	106	80
Subaru	364	221
Toyota	2,857	2,138
VW-Audi Group	7,004	6,833
Audi	2,798	1,739
Volkswagen	4,236	5,094
Volvo	18,179	16,739
Others	12	4
Total	65,716	57,591

BELGIUM
Cars

	2 mos., 1984	2 mos., 1984
Alfa Romeo	663	828
Austin Rover	984	1,438
BMW	1,670	2,963
Daihatsu	273	405
Fiat Auto	2,442	5,382
Ford	6,450	6,387
FSO	102	0
GM-Opel	8,703	10,431
Honda	1,184	1,834
Hyundai	102	98
Jaguar	51	70
Lada	2,200	2,872
Mazda	1,754	2,278
Mercedes-Benz	1,741	1,824
Mitsubishi	1,855	1,830
Nissan	2,552	3,428
Peugeot SA	9,424	10,492
Citroen	4,351	4,918
Peugeot/Talbot	5,073	5,574
Porsche	78	144
Renault	6,489	6,477
Saab	243	290
Seat	734	301
Skoda	402	665
Subaru	405	512
Suzuki	434	832
Toyota	3,300	5,160
VW-Audi Group	9,473	10,191
Audi	2,688	3,083
Volkswagen	6,785	7,108
Volvo	1,569	1,725
Wartburg	160	193
Zastava	60	76
Total	65,609	79,394

AUSTRIA
Cars

	2 mos., 1985	2 mos., 1984
Alfa Romeo	427	458
BMW	1,124	1,785
Daihatsu	81	118
Fiat Auto	2,055	2,600
Ford	3,401	3,552
GM-Opel	5,103	4,534
Honda	455	669
Lada	206	168
Mazda	2,396	3,288
Mercedes-Benz	1,269	1,236
Mitsubishi	683	576
Nissan	1,523	1,630
Peugeot SA	2,208	2,727
Citroen	1,116	1,261
Peugeot/Talbot	1,092	1,466
Porsche	61	121
Renault	1,563	1,673
Saab	39	83
Seat	104	202
Skoda	122	75
Subaru	617	405
Suzuki	167	153
Toyota	1,396	1,631
VW-Audi Group	6,760	6,767
Audi	1,851	1,263
Volkswagen	4,909	5,504
Volvo	492	618
Others	64	59
Total	32,316	35,128

JAPAN
Cars

	2 mos., 1985	2 mos., 1984
Daihatsu	13,513	15,126
Fuji	10,120	10,821
Honda	32,828	33,141
Isuzu	4,445	5,788
Mazda	28,810	30,599
Mitsubishi	21,886	23,435
Nissan	104,627	103,000
Suzuki	10,718	11,669
Toyota	175,470	164,187
Imports (all)	6,450	5,222
Total	408,867	402,988

Vans, trucks, buses

Daihatsu	46,789	38,924
Fuji	29,512	28,604
Hino	5,603	5,893
Honda	21,060	23,142
Isuzu	17,232	17,601
Mazda	21,942	23,711
Mitsubishi	47,744	41,521
Nissan	37,870	38,259
Nissan Diesel	2,727	2,851
Suzuki	56,460	52,652
Toyota	48,699	47,759
Imports (all)	27	0
Total	335,665	320,917
Total vehicles	744,532	723,905

PRODUCTION OVERSEAS

FRANCE
Cars

	2 mos., 1985	2 mos., 1984
Peugeot	214,692	210,259
Citroen	80,058	82,719
Peugeot	134,634	109,751
Talbot	8,353	17,789
Renault	244,586	268,286
Total	459,278	478,645

Vans, trucks, buses

GBM	11	7
Iveco-Unic	21	1,051
Peugeot SA	28,365	18,612
Citroen	13,661	4,449
Peugeot	12,674	11,463
Talbot	2,030	2,700
Renault	39,892	41,228
Sovam	14	10
Total	68,303	60,908
Total vehicles	27,581	539,553

JAPAN
Cars

	2 mos., 1985	2 mos., 1984
Daihatsu	24,178	24,735
Fuji	37,594	43,364
Honda	137,398	147,055
Isuzu	24,347	12,965
Mazda	130,768	126,310
Mitsubishi	82,296	77,284
Nissan	293,954	312,103
Suzuki	35,662	23,064
Toyota	403,290	372,193
Total	1,169,487	1,139,073

Vans, trucks, buses

Daihatsu	65,804	58,922
Fuji	48,386	43,614
Hino	9,044	9,323
Honda	24,040	22,586
Isuzu	51,589	45,774
Mazda	56,368	58,114
Mitsubishi	87,044	83,655
Nissan	104,844	103,330
Nissan Diesel	5,819	6,386
Suzuki	69,179	79,266
Toyota	180,999	154,602
Others	51	139
Total	703,166	665,771
Total vehicles	1,872,653	1,804,784

BRAZIL
Cars

	2 mos., 1985	2 mos., 1984
Faras	0	6
Fiat Auto	15,470	14,531
Ford	29,358	27,277
General Motors	33,626	25,054
Gurgel	7	10
Puma	0	28
Sta Matilde	13	15
Toyota	0	29
Volkswagen	41,473	47,183
Total	119,947	114,134

Vans, trucks, buses

Agrale	104	93
Fiat Auto	5,409	4,350
Fiat Cam.	52	74
Ford	7,223	6,166
General Motors	2,080	3,182
Gurgel	149	157
Mercedes-Benz	5,590	4,643
Puma	0	3
Scania	598	443
Toyota	477	482
Volkswagen	7,098	2,174
Volvo	381	269
Total	29,161	22,036
Total vehicles	149,108	136,170

THE NETHERLANDS
Cars

	12 mos., 1984	12 mos., 1983
Volvo Car	108,598	105,597

Vans, trucks, buses

Bova	175	180
Daf	12,984	11,302
Den Oudsten	9	0
FTF	28	16
Ginaf	21	18
Scania	6,906	4,807
Terberg	142	91
Volvo	246	130
Total	20,521	16,554
Total vehicles	129,119	122,151

Clawing back

The Australian Tiger

Leyland Bus is fighting its way back into the Australian market with its Tiger bus and coach chassis. Since launch of Tiger in late 1983, sales in both the bus and coach sectors have topped 120 units in a market running at about 800 units a year.

In New Zealand, a much smaller market, Leyland registered 20 Tigers last year. It has a target of 100 units a year there — 80 percent of total annual sales.

Prior to the relaunch of Leyland Bus in both markets in late 1983, sales were running at virtually single figures. In both markets there has been a ready acceptance to the three-axle Tiger for long distance services and touring, especially in New Zealand.

Developed specifically for the Antipodes, the three-axle Tiger has the same high-power TL11H 245 engine and hydracylic gearbox as Tigers sold in the UK.

Air suspension is standard with the third axle using the same axles and hub assemblies as on the front. The axle does not steer and has its own wide-based air bellows, with the axle secured by long leading arms.

Air suspension is standard all around on the three-axle Tiger by Leyland Bus for the Australian market. Since its launch in late 1983, sales topped 120 units.

Joins air freight for growing volume

'Endless' sea bridge for Saab parts

ORANGE, Conn.—With parts sales jumping 31 percent in 1984 and another 35 to 40 percent increase expected this year, Saab Scania of America has been forced to implement new parts shipment methods to augment its "air bridge" system to keep up with the demand.

While 70 to 75 percent of its parts continue to be shipped by air, said William Murray, parts and accessories manager of Saab, an overlapping sea freight shipment system has been developed using "fix load" containers with the same 23 parts numbers transported every week.

But this is only the begining as the company is developing a new line of accessories including air dams and suspension kits to appeal to U.S. sport buyers.

Murray said the development of the sport/handling kits were a response to the market in Europe where the "aero" look is "sweeping" the continent and he believes the trend will move across the ocean.

There have been several other new wrinkles in the parts programs at Saab. For example, every Saab dealer now is also a Michelin and Pirelli tire dealer for the sizes of tires used on Saab. Murray said this arrangement was made to service customers who may not have these tire outlets in their locale. And business has been good for the dealers with 3,000 to 4,000 tires being moved per month between the two brands.

Along the same line, Saab made the move to get into pre-mounted snow tires. This has been a big seller, according to Murray. The company offered snow tires, premounted on steel wheels without hub caps, for $108 retail. Saab started out with 2,000 tires among its 300 plus dealers but within three months the dealers sold 9,000 tires.

With these new areas of business, expanding the lines of shipping parts became a necessity. The air carrier, Lufthansa, has only a certain number of aircraft which can be used on this air bridge system. So Saab decided to use sea freight for slower moving parts. Every week, the same 23 parts numbers are loaded in the same quantity in special boxes for ease in unloading the container. The container is delivered to the harbor just before the ship leaves.

The system also means the company can reduce what Murray referred to as the "safety net" of parts stocks since it now has an endless chain of parts in transit.

The system will be expanded, he said. The goal is to have around 300 parts numbers in this chain.

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Entertainment has also been expanded to feature top stars and attractions every day of the 1986 Show. Limited space is available. Contact: 1986 Philadelphia Auto Show, c/o Liberty Productions, Inc., P.O. Box 4097, Harrisburg, PA 17111. Telephone (717) 657-1310.

U.S. TRUCK REGISTRATIONS

THREE MONTHS, 1985 VS. 1984★

Make	3 mos., 1985	Percent Share of '85 market	3 mos., 1984	Percent Share of '84 market	Pct. pt. Change '85-'84
Ford	298,272	27.57	265,202	29.03	−1.46
Chevrolet	276,327	25.53	254,765	27.89	−2.36
Dodge	127,133	11.75	93,769	10.27	+1.48
GMC	75,998	7.02	68,244	7.47	−0.34
Jeep	13,663	4.09	10,665	3.78	+0.45
Plymouth	23,991	2.22	17,001	1.86	+0.36
International	15,986	1.48	11,983	1.31	+0.17
Mack	7,282	0.67	4,510	0.49	+0.18
Freightliner	4,157	0.38	3,021	0.33	+0.05
Peterbilt	2,910	0.27	2,805	0.31	−0.04
Kenworth	2,617	0.24	3,472	0.38	−0.14
White	2,270	0.21	2,126	0.23	−0.02
Mercedes	1,171	0.10	473	0.05	+0.05
Volvo	557	0.05	407	0.04	+0.01
Autocar	338	0.03	236	0.03	—
Western Star	284	0.02	112	0.01	+0.01
Miscellaneous●	204,699	18.91	153,319	16.78	+2.13
TOTALS	1,082,370	100.00	913,468	100.00	—

★—All truck registrations in Oklahoma, and in 1984, New York, compiled from manufacturers' sales records.
●—Miscellaneous includes imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U.S. HEAVY-DUTY REGISTRATIONS

THREE MONTHS, 1985 VS. 1984★

Make	3 mos., 1985	Percent Share of '85 market	3 mos., 1984	Percent Share of '84 market	Pct. pt. Change '85-'84
International	10,859	21.54	8,636	21.91	−0.37
Ford	9,983	19.81	7,383	18.74	+1.07
GMC	6,567	13.03	5,216	13.24	−0.21
Mack	6,259	12.41	3,852	9.77	+2.64
Freightliner	4,157	8.24	3,021	7.67	+0.57
Peterbilt	2,910	5.77	2,805	7.12	−1.35
Kenworth	2,617	5.19	3,472	8.81	−3.62
Chevrolet	2,564	5.09	1,806	4.58	+0.51
White	2,270	4.50	2,126	5.39	−0.89
Volvo	557	1.10	407	1.03	+0.07
Mercedes-Benz	458	0.91	148	0.38	+0.53
Autocar	338	0.67	236	0.60	+0.07
Western Star	284	0.56	112	0.28	+0.28
Miscellaneous	599	1.18	188	0.48	+0.70
TOTALS	50,422	100.00	39,408	100.00	—

★—Group 7 and 8 trucks only.

American Warranty sued by ex-associate in Florida

By Richard Johnson
Detroit Reporter

A Florida marketer of auto warranty contracts has filed suit against an Illinois-based insurance company and affiliates, charging the firm with illegally attempting to take over its network of agents and sub-agent dealers in the state.

Southeast Gulf Atlantic Corp., Fort Lauderdale, has filed suit in both U.S. District and Florida state courts, naming American Warranty Corp. of Florida and California, and United Equitable Insurance Co. and United Equitable Corp., both of Lincolnwood, Ill., as defendants.

A spokesman for the plaintiff said the suits will be amended soon to seek $5 million in compensatory damages and $5 million in punitive damages.

Southeast Gulf Atlantic contracted with American Warranty Corp. of Florida in 1981, becoming the exclusive general agent in Florida to sell motor-vehicle warranty service programs offered by the defendants.

Southeast said it assembled its agency network over 10 years, and it claimed that American Warranty is "maliciously interfering" with that relationship.

The suits charge that American Warranty delivered termination notices to Southeast's seven agents and approximately 250 sub-agent dealers without notifying the plaintiff of termination, and that American Warranty also made personal contacts as part of an effort to "create a direct relationship between the plaintiff's agents and sub-agent dealers and defendants."

The defendants' attorney, David Wells, denied that his client illegally interfered in dealings between Southeast and its agents. He said the agreement with Southeast was properly terminated pursuant with the contract.

Wells, who noted that injunctions sought by the plaintiff in both cases have been denied, said his client sent notice of termination to Southeast on March 11, and that termination was effective 30 days later. He said the defendants are now in the process of submitting answers to the complaints and filing counterclaims.

U.S. quotas listed for Japanese auto makers

Following are the Japanese car-export-allocation figures published in the Japan Economic Journal. They are presumed to be the actual figures for the year beginning April 1, 1985.

	Year Beginning April 1, 1985	April 1, 1984
Toyota	617,000	551,792
Nissan	545,000	487,040
Honda	425,000	372,338
Mazda	226,000	173,468
Mitsubishi	208,000	122,612
Isuzu	120,000	49,500
Subaru	106,000	76,250
Suzuki	53,000	17,000
TOTALS	2,300,000	1,850,000

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factories list auction dates

American Motors

May 21—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N.C.

May 22—Metro Milwaukee Auto Auction, Caledonia, Wis.; Kansas City Auto Auction, Kansas City; Southern Auto Auction, Warehouse Point, Conn., and Mid-States Auto Auction, South Bend.

May 23—Corry Auto Auction, Corry, Pa.; Northway Exchange, Clifton Park, N.Y.; Northstar Auto Auction, Shakopee, Minn., and Evansville Auto Auction, Evansville, Ind.

May 24—Floyd Hauhe Auto Auction, Bridgeton, Mo.

May 28—D-A Auto Auction, New Stanton, Pa., and Arena Auto Auction, Chicago.

May 29—Columbus Fair Auto Auction, Obetz, O., and Central States Auto Auction, Mason City, Ia.

May 30—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

Chrysler Corp.

May 21—Hatfield Auto Auction, Hatfield, Pa.; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Florida Auto Auction of Orlando, Ocoee, Fla.

May 22—Columbus Fair Auto Auction, Obetz, O.; Southern Auto Auction, Warehouse Point, Conn.; Southwest Auto Auction (mini), Phoenix, and South Seattle Auto Auction, Kent, Wash.

May 23—Fredericksburg Auto Auction, Fredericksburg, Va.; Atlanta Auto Auction, Red Oak, Ga.; 166 Auto Auction, Springfield, Mo., and Arena Auto Auction, Chicago.

May 28—Hatfield Auto Auction, Hatfield, Pa.; Florida Auto Auction of Orlando, Ocoee, Fla.

May 29—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala.; Minneapolis Auto Auction, Plymouth, Minn., and Dallas Auto Auction, Grand Prairie, Tex.

May 30—Clanton' Auto Auction, Darlington, S.C., and Aptco Auto Auction, Taylor, Mich.

May 31—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Ford Motor Co.

May 22—Northway Exchange, Clifton Park, N.Y., and Clanton's Auto Auction, Darlington, S.C.

May 23—Floyd Hauhe Auto Auction, Bridgeton, Mo.; Baltimore Washington Auto Exchange, Baltimore; Big H Auto Auction, Houston, and Denver Auto Auction, Englewood, Colo.

General Motors

May 22—Brasher's Salt Lake Auto Auction, Salt Lake City; Metro Auto Auction, Kansas City, and Southwest Auto Auction, Phoenix.

May 23—Butler Auto Auction, Gibsonia, Pa., and Arena Auto Auction, Chicago.

May 30—Aptco Auto Auction, Taylor, Mich.

June 5—Golden Gate Auto Auction, Fremont, Calif., and Hatfield Auto Auction, Hatfield, Pa.

June 6—Aptco Auto Auction, Taylor, Mich.; Floyd Hauhe Auto Auction, Bridgeton, Mo., and Dallas Auto Auction, Dallas.

June 11—Florida Auto Auction of Orlando, Orlando.

Model Breakdown
Auction Averages

	MAY. 1985	APR. 1985	MAR. 1985
1985	$12,075	$11,744	$12,924
1984	$8,618	$8,522	$9,046
1983	$6,376	$6,464	$6,028
1982	$5,395	$5,228	$5,332
1981	$4,555	$4,003	$4,544
1980	$3,295	$3,511	$3,474
1979	$2,635	$2,622	$2,809
1978	$1,957	$1,938	$1,578
Overall Average	$5,224	$4,961	$4,928

Used Car Sales
Auction Averages

May to date	$5,224
Month ago	$5,039
Year ago	$5,684

NHTSA alters lighting rules for technology, style

WASHINGTON.—NHTSA is continuing to alter auto lighting standards to allow auto makers to use technological improvements and to provide greater styling freedom.

The first of two new NHTSA vehicle-lighting proposals came at the urging of General Motors and Volkswagen. The rule would allow three new types of standardized replaceable light sources to be used in replaceable-bulb headlamp systems.

The system would have one source providing the upper beam, a second source emitting the lower beam and a third source incorporating both upper and lower beam filaments.

The second proposal would allow the use of type F headlamp systems, which use four rectangular headlamps smaller than those currently used. The proposed Type F headlamp under NHTSA consideration features ease of aiming and can be tested more easily for compliance with federal rules.

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May mean recall of early '84 cars

NHTSA refuses plea on Mark VII lights

WASHINGTON.—Ford Motor Co. w ll probably have to repair or replace 24,766 replaceable bulb headlamps on Continental Mark VIIs manufactured before Dec. 20, 1983, due to a NHTSA decision not to grant the auto maker's petition of inconsequential noncompliance.

Ford has not announced a recall and a company spokesperson said the auto maker may petition the safety agency for reconsideration of its decision.

If the recall occurs, however, Ford estimates it will involve many of the first 12,000 Mark VIIs built at the beginning of the model's production.

The headlamps, which have plastic lenses, failed to pass a NHTSA chemical resistence test when high-octane gasoline was wiped across the face of the lens. The government safety agency said all the lamps it tested failed, "manifesting cracks at the bottom of the lamps at the end of the 48-hour period."

Ford and Sylvannia GTE Products Corp. had earlier certified to NHTSA that the lamps met the chemical resistance test. The auto maker began using a lens coating in December, 1983, that apparently passes the government test.

Ford argued that noncompliance with the NHTSA rule was inconsequential since the weld joint in question is inaccessible to a wiping cloth and "as a practical matter, it is highly unlikely that headlamps in service will be wiped with rags so thoroughly soaked in gasoline." The number of headlamps that would come in contact with premium gasoline was also questioned by Ford.

NHTSA said it wished to insure performance of plastic-lensed lamps that were equal to lenses made of glass through the use of abrasion resistance, impact and chemical resistance tests.

The agency said that in formulating the original tests, NHTSA relied on a petition from Ford which stated the company had performed "corrosion testing with chemicals to which the headlamps may reasonably be expected to be exposed during service."

Although Ford and Sylvania objected to the use of gasoline as a test substance, the use of gasoline was finally adopted in exchange for the agency dropping a requirement that the lenses be immersed in gasoline for five minutes and that they also be exposed to motor oil.

Old promoted to VP of American Sunroof

SOUTHGATE, Mich.-Donald J. Old has been promoted to vice president and general manager of American Sunroof Co., a unit of ASC, Inc.

Old joined the ASC organization in 1983 as general manager of American Sunroof. Prior to joining ASC, Old was with Rockwell International as director of materials.

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NEW TRUCK SALES BY MAKE AND GVW CLASS

MARCH 1985 VS. 1984

		Group 1 6,000 lbs. and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	March '85	.....	.....	.....	.....	.....	.....	.....	117	117
	March '84	.....	.....	.....	.....	.....	.....	.....	82	82
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	338	338
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	236	236
CHEVROLET	March '85	58,733	41,722	2,539	.....	20	459	1,079	35	104,587
	March '84	44,164	41,226	3,751	.....	21	455	631	41	90,289
	Year to Date '85	150,623	115,522	6,158	.....	56	1,404	2,470	94	276,327
	Year to Date '84	128,116	114,721	8,885	.....	52	1,185	1,710	96	254,755
(Memo Units)#	March '85	45,231	16,254	.....	.....	.....	.....	.....	.....	61,485
	March '84	30,449	16,669	.....	.....	.....	.....	.....	.....	47,118
	Year to Date '85	113,723	42,782	.....	.....	.....	.....	.....	.....	156,505
	Year to Date '84	87,135	45,879	.....	.....	.....	.....	.....	.....	133,014
DODGE	March '85	32,905	16,203	.....	.....	.....	.....	.....	.....	49,108
	March '84	24,121	12,149	.....	.....	.....	.....	.....	.....	36,270
	Year to Date '85	87,209	39,924	.....	.....	.....	.....	.....	.....	127,133
	Year to Date '84	61,890	31,879	.....	.....	.....	.....	.....	.....	93,769
(Memo Units)#	March '85	23,770	8,431	.....	.....	.....	.....	.....	.....	32,201
	March '84	16,920	7,371	.....	.....	.....	.....	.....	.....	24,291
	Year to Date '85	63,657	20,821	.....	.....	.....	.....	.....	.....	84,478
	Year to Date '84	42,180	19,728	.....	.....	.....	.....	.....	.....	61,908
FORD	March '85	68,430	40,682	.....	.....	.....	951	2,647	1,111	113,821
	March '84	26,705	63,843	.....	.....	.....	1,055	1,926	857	94,386
	Year to Date '85	171,776	113,218	.....	.....	.....	3,295	6,979	3,004	298,272
	Year to Date '84	73,284	181,347	.....	.....	.....	3,188	5,071	2,312	265,202
(Memo Units)#	March '85	49,523	13,201	.....	.....	.....	.....	.....	.....	62,724
	March '84	26,115	21,190	.....	.....	.....	.....	.....	.....	47,305
	Year to Date '85	120,885	36,924	.....	.....	.....	.....	.....	.....	157,809
	Year to Date '84	70,357	60,659	.....	.....	.....	.....	.....	.....	131,016
FREIGHTLINER	March '85	.....	.....	.....	.....	.....	.....	.....	1,549	1,549
	March '84	.....	.....	.....	.....	.....	.....	.....	1,031	1,031
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	4,157	4,157
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	3,021	3,021
GMC	March '85	13,311	10,632	389	.....	495	487	1,410	1,016	27,740
	March '84	10,010	11,428	103	.....	168	498	1,093	900	24,200
	Year to Date '85	34,246	30,436	1,919	.....	1,497	1,333	3,746	2,821	95,998
	Year to Date '84	29,547	31,449	276	.....	482	1,274	2,877	2,339	68,244
(Memo Units)#	March '85	9,789	3,811	.....	.....	.....	.....	.....	.....	13,600
	March '84	36,245	4,385	.....	.....	.....	.....	.....	.....	10,630
	Year to Date '85	24,357	10,342	.....	.....	.....	.....	.....	.....	34,699
	Year to Date '84	18,162	11,075	.....	.....	.....	.....	.....	.....	29,237
INTERNATIONAL	March '85	.....	.....	.....	.....	.....	1,968	1,292	2,707	5,967
	March '84	.....	.....	.....	.....	.....	1,196	967	2,205	4,368
	Year to Date '85	.....	.....	.....	.....	.....	5,127	3,680	7,179	15,986
	Year to Date '84	.....	.....	.....	.....	.....	3,347	3,006	5,630	11,983
JEEP	March '85	10,940	1,438	.....	.....	.....	.....	.....	.....	12,378
	March '84	9,255	1,712	.....	.....	.....	.....	.....	.....	10,967
	Year to Date '85	33,458	4,920	.....	.....	.....	.....	.....	.....	38,378
	Year to Date '84	26,256	5,767	.....	.....	.....	.....	.....	.....	32,023
(Memo Units)#	March '85	10,940	1,271	.....	.....	.....	.....	.....	.....	12,211
	March '84	9,255	1,401	.....	.....	.....	.....	.....	.....	10,656
	Year to Date '85	33,458	4,374	.....	.....	.....	.....	.....	.....	37,832
	Year to Date '84	26,256	4,836	.....	.....	.....	.....	.....	.....	31,092
KENWORTH	March '85	.....	.....	.....	.....	.....	.....	.....	1,021	1,021
	March '84	.....	.....	.....	.....	.....	.....	.....	1,196	1,196
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	2,617	2,617
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	3,472	3,472
MACK	March '85	.....	.....	.....	.....	.....	322	106	2,050	2,478
	March '84	.....	.....	.....	.....	.....	249	33	1,491	1,773
	Year to Date '85	.....	.....	.....	.....	.....	1,023	293	5,966	7,282
	Year to Date '84	.....	.....	.....	.....	.....	658	82	3,770	4,510
MERCEDES-BENZ	March '85	.....	.....	.....	.....	.....	195	163	.....	358
	March '84	.....	.....	.....	.....	.....	115	45	.....	160
	Year to Date '85	.....	.....	.....	.....	.....	713	458	.....	1,171
	Year to Date '84	.....	.....	.....	.....	.....	325	148	.....	473
PETERBILT	March '85	.....	.....	.....	.....	.....	.....	.....	1,078	1,078
	March '84	.....	.....	.....	.....	.....	.....	.....	1,072	1,072
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	2,910	2,910
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	2,805	2,805
PLYMOUTH	March '85	9,134	.....	.....	.....	.....	.....	.....	.....	9,134
	March '84	7,473	14	.....	.....	.....	.....	.....	.....	7,487
	Year to Date '85	23,991	.....	.....	.....	.....	.....	.....	.....	23,991
	Year to Date '84	16,942	59	.....	.....	.....	.....	.....	.....	17,001
VOLVO	March '85	.....	.....	.....	.....	.....	.....	124	47	171
	March '84	.....	.....	.....	.....	.....	.....	119	44	163
	Year to Date '85	.....	.....	.....	.....	.....	.....	338	219	557
	Year to Date '84	.....	.....	.....	.....	.....	.....	298	109	407
WESTERN STAR	March '85	.....	.....	.....	.....	.....	.....	.....	96	96
	March '84	.....	.....	.....	.....	.....	.....	.....	40	40
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	284	284
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	112	112
WHITE	March '85	.....	.....	.....	.....	.....	.....	.....	640	640
	March '84	.....	.....	.....	.....	.....	.....	.....	1,176	1,176
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	2,270	2,270
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	2,126	2,126
MISCELLANEOUS*	March '85	70,693	870	247	92	18	10	33	303	72,266
	March '84	53,393	525	11	50	.....	3	7	61	54,050
	Year to Date '85	200,595	2,550	647	231	50	27	87	512	204,699
	Year to Date '84	151,466	1,480	31	151	.....	3	18	170	153,319
TOTALS	March '85	264,146	111,547	3,175	92	533	4,412	6,854	11,770	402,529
	March '84	175,121	130,897	3,865	50	189	3,571	4,821	10,196	328,710
	Year to Date '85	701,998	306,570	8,724	231	1,603	12,922	18,051	32,371	1,082,370
	Year to Date '84	487,501	266,702	9,192	151	534	9,980	13,210	26,198	913,468

+—New York and Oklahoma registrations compiled from manufacturers' sales records.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy Van, El Camino and Blazer; Dodge, compact trucks; Ford, Econoline and Bronco; GMC, Vandura and Jimmy. *—Miscellaneous includes imports, FWD, Hendrickson, Oshkosh, etc.

—Compiled from R. L. Polk & Co. data

Administration witnesses have rough day

CAFE hearing lively, but indecisive

Continued from Page 1

NHTSA head Steed tried to explain that a decision on the GM and Ford petitions (and AIA's request) had not been yet made.

However, her statements about consumer demand which the auto makers could only "moderately control" and her stance for "free market factors, rather than CAFE standards" as the "most efficient means of achieving appropriate levels of fuel economy over the long run" got her in trouble.

Besides, in addition to saying that no decision has yet been made on the Center for Auto Safety petition for higher CAFE standards, also pending before NHTSA, she appeared to have prejudged that issue by opposing a bill calling for higher standards.

Regardless of the feasibility of higher CAFE standards, Steed noted, the effect of higher standards would be to deny consumers the "larger and more-powerful vehicles which are currently available" and thus "reduce the levels of sales, investment and employment in the domestic auto industry." Those statements, of course, are just as relevant for the rollback decision for GM, Ford and European luxury makers.

But it was William J. Silvey, the Energy Department's head of policy, planning and analysis, who became the target. Silvey's refusal to agree that CAFE standards caused the industry to downsize fleets and produce fuel-efficient cars outraged most senators.

He insisted that while the 1975 law may have "alerted" the auto industry, it was really the "free market" that was controlling. Disagreement also ensued over oil decontrol and current vulnerability to shortages, with several senators noting that a situation was now developing in which any supply disruption could cause another oil shock which the "free market" could not handle.

Finally, Senator Howard Metzenbaum, Ohio Democrat, got Silvey to agree that such a shortage could occur "overnight" while the auto companies would need several years to adjust models if they had abandoned the small-car market to Japan.

Senator John D. Rockefeller IV, West Virginia Democrat, said he had come to learn and make up his mind but not to listen to an "extraordinary commitment to ideology which seems to transcend facts at hand."

In fact, Rockefeller said, the testimony of Administration witnesses had made him sympathetic to the Chrysler viewpoint although the witnesses' statements about the "free market" apparently were meant to help Ford and GM.

Other senators implied that the Administration witnesses had turned them off, and Senator Daniel J. Evans, Washington Republican, who is strongly opposed to a rollback, said it might be a "free market" for Americans but not for the Japanese.

Metzenbaum, who also strongly opposes any rollback, vigorously disagreed about letting the marketplace take over automobile fuel efficiency.

Thus was the stage set for GM, Ford and Chrysler.

Speaking for GM, Dr. Marina v.N. Whitman, vice president in charge of the Public Affairs Staffs Group and chief economist, explained that GM was faced with consumer demand for family-size cars and cars capable of pulling trailers. GM's liability for missing the 1986 CAFE standard has been estimated at some $400 million.

Although GM was able to use in 1983 and 1984 more than $1 billion in credits it had accumulated because it exceeded standards earlier, it now does not have enough in the three-year period it could use. Technology, said Whitman, is not the issue; it's the marketplace. If standards are not rolled back, she added, consumers will retain older cars which are less efficient than today's largest cars.

Moreover, failure to change the standard could significantly affect competition and employment. GM, she said, will have no choice but to restrict production of large cars and cause unemployment. This would benefit foreign companies which have a large bank of unused credits and which could make and import large vehicles.

Any restriction of production would also raise prices, and in any case, Whitman said, the auto trade balance would be hurt. Paying fines, she concluded, was not possible because it would mean violating the law, although paying fines would be the cheapest solution. GM's estimated CAFE for 1985 models is 25.1 MPG.

In Detroit last week, GM Chairman Roger Smith said GM is not going to pay the fine. He said, "It is like saying, 'Here is the red light; go through it and it is only 10 bucks. So run the red light and pay the fine.'

"That is not how we look at it. It is not just a question of paying a penalty; it is a civil fine for breaking the law, and we are not goiong to break the law."

At the hearing, Helen O. Petrauskas, Ford environmental and safety engineering vice president, said Ford tried to avoid any threat of plant closing and instead stressed that if the standard was not rolled back, Ford could and would meet it by increasing production at small-car and small-engine plants.

Ford estimates its 1985 CAFE at 25.9 MPG.

But like GM, Ford does not consider paying the fines an alternative because it also will not consider breaking the law. Its fines for 1986 are estimated at $80 million.

Ford also might have to restrict production of large cars but feels it is "unrealistic" to assume it can significantly increase sales of small cars in the face of the 450,000-unit increase in Japanese imports.

Both Ford and GM contended that Chrysler is no longer a "full-line" company, but both noted that in 1982 Chrysler petitioned for lowering of the light-truck standard—arguing it would have to restrict production and cause unemployment—and won its rollback.

Chrysler's spokesman was Robert S. Miller Jr., executive vice president for finance and administration. He said the record does not support any reduction because the law states the standard should be at the "maximum feasible level."

And, said Miller, the 27.5-MPG standard is feasible because Chrysler has reached it; it is feasible because, as recently as late last year, Ford said it could meet 27.5 MPG by carryback credits, and it is feasible because the "market forces" argument runs counter to the findings of NHTSA's own officials.

Chrysler claimed GM and Ford failed to meet the standard because they "fell short in reducing weight and in introducing new technology."

A rollback is "unfair," said Miller, because it would put Chrysler at a competitive disadvantage since it would take at least five years to get back into the big-car business.

Miller said GM earns about $8 billion a year in "variable profits" on its larger cars and Ford makes about $3 billion. He said that paying CAFE fines ($400 million for GM and $80 million for Ford) would give GM a 2,000 percent return on its "investment" and would give Ford a 3,800 percent return.

Besides, said Miller, CAFE standards should stay in place to help keep the nation on the path toward energy independence. Those who waste gasoline should pay, and an auto maker can either charge more or take a smaller profit, he said.

Ford countered the "unfairness" charge by saying it has made an $800 million investment to make fuel-efficient cars, that it already has more small-engine investment than it can use and—in a snipe at Chrysler—that it took no investment to "walk away from a market and buy from Japan."

Whitman said that Chrysler had left the big-car business because its product was not selling and GM "makes no apology for providing cars the public wants to buy." What was "unfair," she added, was restricting products consumers wanted to buy.

Dr. Robert A. Leone, speaking for the AIA, argued that excessively stringent fuel-economy standards are unfair and counterproductive.

He said manufacturers either have to raise prices to stifle demand for some models or restrict production, and either way the consumer loses.

In addition, he said, too-stringent standards could penalize individual producers. The example here was buying a Saab 900 Turbo at 19.2 MPG at higher cost because the Saab is below the standard, but buying an Audi 5000-S Turbo (18.9 MPG) with no price premium because the Audi is counted with Volkswagen in its CAFE.

Leone called this example "distressing" since all decisions would mean an increase in compliance with standards but would mean a decrease or no change in on-the-road use of gasoline.

Center for Auto Safety Director Clarence Ditlow III said that the biggest single factor in Ford and GM being below standards was their retention of the old rear-wheel-drive vehicles.

Claybrook said the original purposes of the CAFE standards are still valid: To save billions of gallons of gasoline, reduce the nation's vulnerability to oil shocks and address the inadequacies of the free market as it affects fuel economy.

Now, however, Ford and GM are giving NHTSA conflicting signals, she said. They are asking for a rollback of current standard but requesting carryback credits because they expect to exceed standards in the future.

Norris McDonald, speaking for the Environmental Policy Institute, opposed any rollback of CAFE standards. EPI said rolling back the car CAFEs will give a competitive edge to GM and Ford

Plaza L-M signs with O'Gara

Plaza Lincoln-Mercury, Houston, has joined O'Gara Coachworks' dealer network. Rick Messinger, right, Southwest regional sales manager for O'Gara, presents the keys to a 1985 Lincoln Savoy to Erwin Machann, center right, general sales manager; Bill Cooper, center left, general manager, and Buster Madison, president and owner of the dealership.

Supply of imported cars hits 34 days, 2-year high

Continued from Page 1

on May 1, up from 48.41 percent on April 1. The 23-day supply of Japanese cars was the highest in three months.

The Chevrolet Spectrum, built by Isuzu, remained in oversupply, as it has since its introduction. Reduced sales helped push it to a 103-day supply. Chrysler Corp.'s best-selling captives, Colt by Mitsubishi, rose to nearly the ideal level. Isuzu's figures were estimated by Automotive News from its dealer-supply numbers.

German makes accounted for 36.77 percent of import-car inventories, up a bit from the April 1 share of 35.77 percent. German-car sales increased during the month, but shipments increased more. The two makes showing big jumps in their days-supply levels, Audi and Volkswagen, could attribute those jumps solely to increased shipments. Both increased their selling rates last month. The Merkur, Lincoln-Mercury's German captive, shows a high supply typical of a newly launched model.

The other European makes had a 14.01-percent share of May 1 inventory, down from 15.82 percent a month earlier. In this category, sales held nearly steady and inventories increased—just not as much as the increase for the Japanese and Germans.

The Japanese car makes and their days-supply figures on May 1: Isuzu, 71; Nissan, 37; Mitsubishi, 31; Subaru, 18; Mazda, 16; Toyota, 15, and Honda (imports only), 9. The Chevrolet captives averaged an 88-day supply: 103 for Spectrum and 41 for the Suzuki-built Sprint. The Chrysler captives averaged a 59-day supply: Dodge Conquest, 128; Plymouth Conquest, 123; Dodge Vista, 70; Plymouth Vista, 68; Dodge and Plymouth Colt, each 48 days.

The German makes: Merkur, 117; Audi, 95; VW (imports only), 78; BMW, 65; Porsche, 56, and Mercedes-Benz, 41.

Other European makes: Renault, 192; Peugeot, 71; Volvo, 53; Saab, 42; Alfa Romeo, 39, and Jaguar, 22 (estimated). Stocks are no longer reported by Maserati.

The days-supply figures for trucks: Isuzu, 58; Chrysler, 40; Toyota, 33; Nissan (including domestics), 27; Mazda, 20, and Mitsubishi, 17.

IMPORT STOCKS

	May 1, 1985	April 1, 1985	May 1, 1984
Spectrum	103	91	0
Sprint	41	43	0
Chevrolet	88	80	0
Plymouth Colt	48	40	57
Dodge Colt	48	35	53
Plymouth Conquest	123	97	79
Dodge Conquest	128	110	71
Plymouth Vista	68	42	42
Dodge Vista	70	43	42
Chrysler Corp.	59	43	56
Honda	9	10	12
Isuzu	71	39	111
Mazda	16	11	21
Mitsubishi	31	13	39
Nissan	37	23	25
Subaru	18	19	37
Toyota	15	10	13
JAPAN	23	19	22
Audi	95	70	57
BMW	65	59	59
Mercedes-Benz	41	47	24
Merkur	117	83	0
Porsche	56	50	28
VW	78	66	91
GERMANY	70	60	59
Alfa Romeo	39	65	24
Jaguar	22	20	18
Peugeot	71	61	48
Renault	192	179	267
Saab	42	43	31
Volvo	53	48	41
OTHER COUNTRIES	55	52	39
TOTAL IMPORT CARS	34	29	32
Isuzu	58	90	104
Mazda	20	12	20
Mitsubishi	17	16	36
Nissan*	27	35	37
Toyota	33	26	39
Chrysler	40	38	97
TOTAL IMPORT TRUCKS	32	33	44
TOTAL IMPORT VEHICLES	34	30	34

*—Includes domestic trucks.

Automotive News names Carver to production post

Diane Carver has been appointed advertising production manager of Automotive News.

Carver most recently served as production manager of Monthly Detroit and has been employed by Crain Communications since 1982.

Diane Carver

"We are pleased to have Diane as part of our advertising production staff," said Robert C. Adams, production director of Crain Communications. "She has a strong production background and will make a significant contribution to our Automotive News advertising production department."

Carver has a bachelor's degree in business from Eastern Michigan University.

To save 5,800 jobs

Kenosha may build new plant for AMC

Continued from Page 1

to bargain. A company spokesman said the letter was misinterpreted and that the company is seeking only a commitment that the conditions it is asking are met.

The concessions included accepting a profit-sharing formula for payback of the entire $110 million to $150 million EIP, new working conditions and wage cuts to bring the plant in line with the 1983 General Motors-UAW agreement, and other commitments to the company to keep the Kenosha plant competitive in a world market in order to guarantee future production in Kenosha.

Changes in wages and work rules would include shorter vacations, fewer days off, a 37-cent-an-hour wage cut for assembly workers, a lower new-hire rate, a *no-strike clause, shorter relief* time, seniority changes, health-care cost-containment programs and a cut in the number of union representives.

In the letter, Calmes said if the local did not make the commitment, plans would be made to close the two operations.

Under Wisconsin law a company is required to give 60 days' notice if it is going to close a plant.

That would mean AMC could shut down those operations as early as July, but John Drew, a member of the Local 72 executive board, said the company has told the union it will close Milwaukee stamping on Sept. 16, 1985; Kenosha assembly on July 1, 1986, and that Kenosha engine will be phased out during the 1986-87 model year if concessions are not granted.

Kenosha engine provides some of the engines for AMC's Jeep operations and some for the Eagle which is built in Brampton, Ont.

Kenosha builds AMC's only offering in the subcompact market. AMC will be getting a compact from its French partner Renault sometime before the 1987 model year when it will introduce a new intermediate passenger car built at its new plant in Brampton.

If AMC can arrange to keep Kenosha open or have a new plant built, it will be able to offer a full line of vehicles, built in North America.

Calmes has said AMC has no intention of giving up the Alliance and Encore models and would consider moving that production to Canada or overseas if a satisfactory agreement cannot be reached with the union.

In 1982 negotiations, the union *agreed to invest between $110* million and $150 million to help the company create a new production program by banking some wages and benefits, worth about $10,000 for each employe. A similar agreeement was negotiated at AMC's Jeep plant in Toledo.

The contract gave the union the choice of two payback methods: Profit sharing, which will cost AMC about $3.8 million a year, and a wheel tax, which requires the company to pay about $100 per vehicle produced in North America, or about $40 million a year.

AMC officials have told the union they must accept the profit-sharing payback for the duration. All the money is to be paid back by 1988, but that will be very difficult using the profit-sharing formula alone.

The union has already agreed to accept profit sharing for the first year of the payback.

Shop business climbs 7 pct. for first quarter

Continued from Page 3

In the first quarter of 1985, the leading indicator was total customer-paid and warranty labor sales, which were 10.5 percent than the year-earlier volume.

Shop parts sales, customer-paid and warranty, were up 8.1 percent through March, while gross profit on all labor, parts and accessories sales—the No. 1 indicator from a dealer's viewpoint—was 7.3 percent percent higher than a year ago.

Three-month repair orders written showed a gain of 6.8 percent, sales of all parts and accessories were higher by 4.8 percent and sales of the same items to outside customers were up 2.5 percent.

Gross profit on all shop sales was the leading indicator in March, with a boost of 6.6 percent over the same month in 1984. Shop parts volume rose 5.6 percent and total labor sales were 5.4 percent higher than last year.

The number of repair orders written during the month showed a gain of 4.3 percent, sales of all parts and accessories were up 3.2 percent and P & A sales to outside customers were 1.5 percent higher than a year ago.

Service Index figures are compiled from reports on shop business from a cross-section of the nation's new-car dealerships.

V-6 shortage threatens GM's marketing plans

Continued from Page 1

a 31-day supply, the Buick Century had a 38-day supply, the Pontiac 6000 had a 40-day supply and the Chevrolet Celebrity had a 42-day supply.

There was no indication how many of those cars were four-cylinder models.

"GM is tapped out in the fastest-growing market segment, the performance intermediates," said auto analyst Arthur G. Davis, of Prescott, Ball & Turben.

Davis said the situation is not desperate, however. "GM still leads the way in this market because it still offers more performance V-6 engines than anybody, including the imports," he said.

Davis said he expects the U.S. car market next year to remain essentially flat, with 11.0 million sales vs. 10.8 this year, with most of the small increase coming at the low end of the market.

"Consequently," Davis said, "GM has the potential for an upgraded product mix starting in 1986.

There are some who believe the V-6 shortage might be overstated.

"I believe the constraint is imagined, not real," said Bill Graham, vehicle procurement manager for Automotive Rentals, Inc.

"We've had a tough time getting the factory to build some of the V-6 models this year, but I've heard from some of the GM people that the contstraint is designed to help meet CAFE."

Graham said ARI has been taking the same 60-40 mix the factory has been building for dealers and that when GM made its 1986 model presentations two months ago, there were no indications it intended to allocate V-6s next year.

Business car changes go to White House

WASHINGTON.—The Senate last week approved by voice vote the conference version of a bill to repeal tax record-keeping rules for business autos.

The House approved the same measure a week earlier. The White House has indicated President Reagan will sign the bill into law.

obituaries

A.B. Reid

ABERNATHY, Tex.—A.B. Reid, 80, former owner of Reid Chevrolet Motor Co. here, died recently.

And auto-marriage rumors fill the land

It's springtime in Rome

Continued from Page 2

would be the head of Fiat's automobile division, Vittorio Ghidella —on the recommendation of Ford's Robert A. Lutz, who would then return to the U.S. to spearhead sales of the company's products.

The rumors are that an amalgamation would be a step-by-step process, involving in the early stages plants producing common components. Joint cars would follow. At the same time, Fiat's production engineering division, Comau, would automate Ford factories in Europe and around the world.

If only half the suggestions are true, they will have some far-reaching consequences around the world.

Meanwhile, in Rome, the economics magazine, Il Mondo, claimed to have identified GM representatives visiting Alfa Romeo. The purpose of the visit was alleged to be distribution of Alfa Romeos in the U.S. by GM.

Given GM's current think-big philosophy, this seems unlikely. If GM is discussing anything with Alfa Romeo, it could be a joint sports-car after the fashion of the Chrysler-Maserati link. At its most ambitious, it would be a cash-rich company taking control of a company that has lost a great deal of money but has the medium-term potential of turning a profit.

And Alfa Romeo is still one of the great, emotive names in the automobile business.

Case builds Acura deal

PLANTATION, Fla.—Ground has been broken here for Rick Case Acura.

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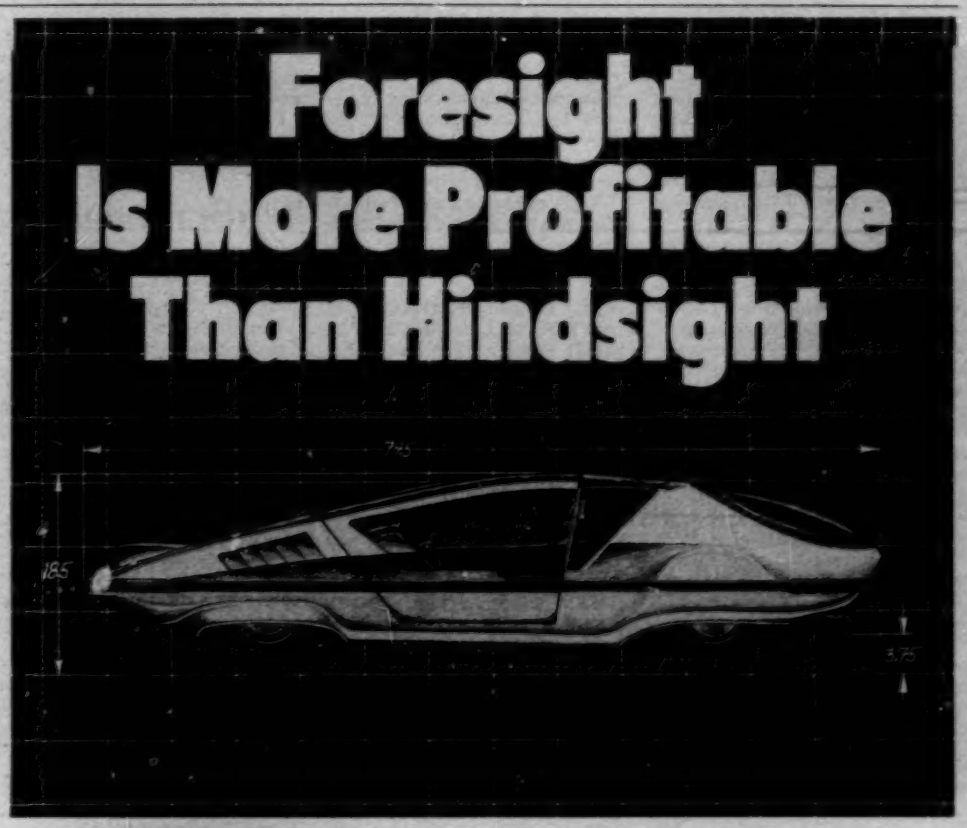

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Year-to-date car total tops 3.4 million

Week's output climbs to 184,260

By Louise Kertesz
Detroit Reporter

U.S. manufacturers planned to build 184,260 cars last week, 3.55 percent more than the previous week's 177,935 and 8.26 percent more than the year-ago week's 170,196.

Year-to-date, 3,412,160 cars have been completed, 2.52 percent more than the 3,328,411 assembled last year at this time.

Last week's scheduled production was shared as follows: General Motors, 57.53 percent; Ford Motor Co., 19.19 percent; Chrysler Corp., 17.48 percent; American Motors, 1.98 percent; Honda of America Mfg. Co., 1.70 percent; Volkswagen of America, 1.28 percent; New United Motor Mfg. Co., 0.49 percent, and Nissan Motor Mfg. Co., U.S.A., 0.35 percent.

Ford halted production of the Capri in Dearborn during the week ended May 11 due to a shortage of acceptable parts, a company spokesman said.

GM scheduled two overtime shifts Saturday (May 18) at its plants in Detroit; Pontiac (G-line); Janesville, Wis.; Leeds, Mo.; Arlington, Tex.; Fairfax, Kans.; Framingham, Mass., and Wilmington, Del.

One overtime shift is scheduled Saturday at GM's plants in Lansing (Nos. 1 and 2).

Ford planned Saturday overtime at its plants in Chicago, Dearborn and Lorain, O.

Daily overtime is slated this week (May 20) at Ford plants in Chicago; Lorain, O.; Dearborn; Edison, N.J.; Wayne, Mich., and Kansas City.

Chrysler scheduled two overtime shifts Saturday at its plants in Belvidere, Ill., and St. Louis (No. 1).

The same plants as well as St. Louis No. 2 are scheduled to work two nine-hour daily shifts this week.

Chrysler's Jefferson (Detroit) plant is slated to work two 8½-hour daily shifts this week.

Chase Econometrics, DRI are expected to merge

BALA CYNWYD, Pa.—Chase Manhattan Corp. has renewed negotiations with McGraw-Hill, Inc., for the sale of Chase Econometrics, its economic forecasting and consulting firm.

Chase Econometrics would be merged with McGraw-Hill's forecasting firm, Data Resources, Inc. (DRI).

The deal would make the two former competitors a dominant force in the economic forecasting business with Wharton Econometric Forecasting Associates as the only other leading independent firm in the field.

Chase Econometrics employes were told that DRI would buy its data bases and client lists and was particularly interested in its agricultural and metals groups. They also were told the sale was imminent, and an agreement could be signed as early as Tuesday (May 21).

They were told that only a portion of Chase Econometrics' 240 employes would be moved to DRI, based in Lexington, Mass.

George Brown, DRI executive vice president, confirmed that "active discussions" between the two companies were underway, but he said it was unlikely the sale would be closed this week.

Brown acknowledged that some companies, including many auto and auto supplier companies, subscribe to both Chase Econometrics and DRI services. He said the two, nevertheless, have different emphasis and different products so they would complement each other.

Chase Manhattan, the nation's third largest bank, has been trying to sell the forecasting firm, saying it doesn't fit into its strategic thrust.

The two companies had negotiated last December, but talks ended when Chase Manhattan rejected the New York publishing firm's initial offer.

Chase Manhattan also had negotiated with Mead Corp., which owns an electronic publishing service, but those talks also broke off.

Chase Econometrics, headquartered here, was founded by Michael K. Evans in 1969. Evans sold 80 percent of the company to Chase Manhattan in 1971 and the remainder in 1979. He now heads another economics consulting firm, Evans Economics, Inc., Washington.

Lawrence Chimerine, former U.S. economic research and forecasting manager for International Business Machines Corp., now heads Chase Econometrics.

DRI, founded by the late Otto Eckstein, was purchased by McGraw-Hill in 1979. DRI and Automotive News collaborate on a quarterly world outlook for the automotive industry.

Truck production slips but tops 75,000 again

Domestic truck makers scheduled production of 75,719 units last week, 1.16 percent less than the previous week's 76,609.

The prior week's build fell 968 units short of target but was still the best week's output since the week ended May 19, 1979, when 81,851 trucks were assembled.

Last week's production was 13.70 percent better than the year-ago week's 66,594.

So far this year, 1,351,342 trucks have been built, 8.91 percent more than the 1,240,812 completed last year at this point.

General Motors plants working two overtime shifts Saturday (May 18) were: Janesville, Wis.; Flint (Nos. 1 and 2), and St. Louis.

GM's Baltimore plant worked one overtime shift Saturday.

Ford Motor Co. scheduled Saturday overtime at its plants in Norfolk, Louisville and Kansas City.

Ford plants working daily overtime this week (May 20) are: Wayne, Mich.; Kansas City; Norfolk; Twin Cities; Lorain, O., and Louisville.

Chrysler Corp.'s Warren (Mich.) plant is scheduled to work two nine-hour daily shifts this week.

Holiday weekend cuts output in Canadian plants

With all plants except those in Quebec idle Friday (May 17) for the Victoria Day weekend, Canadian makers scheduled production of 23,133 cars last week, 6.58 percent less than the previous week's 24,763.

All assembly plants are closed for the holiday today (May 20).

The prior week's total—the best weekly output this year—fell 1,654 units short of a projected two-year high.

Last week's build was 5.94 percent better than the year-ago week's 21,836.

Year-to-date auto production has passed the 400,000 mark, with 401,510 cars assembled, 10.07 percent less than the 446,447 completed last year at this time.

American Motors' Brampton (Ont.) plant, which builds the Eagle, was closed last week for for inventory adjustment. Production is scheduled to resume May 27.

Truck manufacturers scheduled production of 16,350 units for the shortened build last week, 14.87 percent less than the previous week's 19,206 but 8.31 percent more than the year-ago week's 15,095.

So far this year, 354,029 trucks have been assembled, 6.99 percent more than the 330,892 completed last year at this time.

U.S. CAR PRODUCTION

	Week Ended May 18, 1985	Week Ended May 19, 1984	Week Ended May 11, 1985	May to Date	Jan. 1 to May 19, 1984	Jan. 1 to May 18, 1985
AMERICAN MOTORS	3,650	4,816	0	5,887	78,664	40,141
Renault Total	3,650	4,816	0	5,887	78,664	40,141
Alliance	2,450	2,423	0	3,899	42,735	24,328
Encore	1,200	2,393	0	1,988	35,929	15,813
CHRYSLER CORP.	32,200	29,198	29,933	81,372	527,232	548,498
Plymouth Total	9,300	8,242	8,612	23,517	156,606	159,607
Horizon	3,800	3,455	3,205	9,335	64,512	57,305
Reliant	4,000	3,937	3,941	10,352	80,346	72,402
Caravelle	1,100	202	1,097	2,820	3,733	22,345
Gran Fury	400	648	369	1,009	8,015	7,555
Chrysler Total	10,400	9,961	9,864	26,380	175,884	179,866
LeBaron	2,100	3,203	1,950	5,252	52,753	44,033
LeBaron GTS	2,600	0	2,556	6,718	0	37,648
Laser	1,600	1,843	1,321	3,890	32,033	21,775
New Yorker/E-Class	1,600	2,289	1,558	4,110	44,438	29,531
Fifth Avenue	2,500	2,626	2,479	6,411	46,660	46,879
Dodge Total	12,500	10,995	11,457	31,475	194,742	207,025
Omni	3,500	3,615	2,987	8,552	58,720	59,048
Aries	3,400	3,234	3,341	8,948	64,018	57,836
Daytona	1,600	1,283	1,309	3,717	24,507	19,438
Dodge 600	1,600	1,821	1,431	3,930	34,016	29,129
Lancer	1,700	0	1,687	4,450	0	27,824
Diplomat	700	1,042	702	1,878	13,481	13,750
FORD MOTOR	35,357	39,059	37,606	95,614	707,416	702,902
Ford Division	24,212	24,864	25,379	65,593	462,638	457,705
Escort	7,777	7,687	7,536	20,025	143,165	125,429
Mustang	4,657	3,281	4,252	11,539	52,559	72,319
LTD	3,941	4,380	5,763	13,560	91,270	99,249
Thunderbird	3,929	3,236	3,913	9,976	64,879	84,169
Crown Victoria	0	1,348	0	0	32,078	7,122
EXP	0	553	0	0	12,880	3,838
Tempo	3,908	4,379	3,915	10,474	65,807	75,579
L-M Division	11,155	14,195	12,227	30,021	244,778	235,197
Mercury Total	8,466	10,021	9,302	22,641	176,552	169,488
Lynx	1,577	1,210	1,716	4,087	28,221	29,294
Capri	317	411	6	571	7,652	7,279
Marquis	2,165	2,840	3,221	7,198	44,438	49,065
Cougar	3,165	2,461	3,127	7,872	40,942	55,638
Grand Marquis	0	2,266	0	0	37,682	4,733
Topaz	1,242	833	1,232	2,913	17,617	23,479
Lincoln Total	2,689	4,174	2,925	7,380	68,226	65,709
Continental	382	1,104	525	1,226	14,239	11,796
Lincoln	2,015	2,612	2,072	5,338	39,474	46,654
Mark VI/VII	292	458	328	816	14,513	7,259
GENERAL MOTORS	106,026	91,889	103,416	270,408	1,918,975	2,010,254
Buick Total	22,681	19,665	21,876	58,500	409,572	401,542
Skylark	0	2,128	0	1,001	36,986	40,953
Skyhawk	2,899	2,984	2,398	6,962	65,474	43,521
Somerset Regal	2,765	0	2,688	7,024	0	50,793
Century	6,742	4,849	6,879	17,821	90,534	99,284
Regal	3,552	4,014	3,095	8,437	90,200	46,733
LeSabre/Electra(rwd)	3,253	3,027	3,224	8,130	90,511	56,265
Riviera	1,450	899	1,468	3,771	21,834	26,198
Electra(fwd)	2,015	1,764	2,124	5,352	12,033	37,795
Cadillac Total	7,157	6,475	6,970	18,330	135,651	149,467
Cimarron	637	296	663	1,589	7,753	11,593
Seville	645	888	641	1,712	16,969	16,440
Eldorado	1,270	1,692	1,261	3,345	31,465	30,579
Cadillac (rwd)	1,350	1,846	1,279	3,300	66,902	22,550
DeVille (fwd)	3,255	1,753	3,126	8,384	12,562	68,305
Chevrolet Total	34,475	32,542	34,327	89,163	660,175	697,047
Chevette	3,621	1,682	3,625	8,958	92,416	64,097
Cavalier	10,627	9,057	11,077	27,926	166,706	197,136
Celebrity	5,363	6,867	5,183	14,265	120,904	115,966
Camaro	5,023	6,152	5,076	13,111	105,871	93,337
Citation	0	2,297	0	729	44,445	28,697
Malibu/El Camino	0	769	0	0	14,291	0
Monte Carlo	3,074	2,666	2,621	7,429	54,150	63,196
Chevrolet	5,767	2,430	5,755	14,196	48,061	117,183
Corvette	1,000	622	990	2,549	13,331	17,415
Oldsmobile Total	26,535	22,788	24,704	66,273	482,241	503,137
Omega	0	972	0	0	21,325	0
Firenza	1,260	1,917	1,107	3,224	31,614	29,368
Cutlass Supreme	6,399	3,418	5,916	15,205	133,197	88,760
Cutlass Ciera	7,280	6,720	6,844	18,538	112,085	151,045
88/96 (rwd)	4,655	7,285	4,431	11,655	152,375	95,143
Olds 98 (fwd)	2,831	1,509	2,711	7,306	13,026	57,323
Calais	3,475	0	3,058	8,703	0	64,239
Toronado	635	967	637	1,643	18,619	17,259
Pontiac Total	15,180	10,419	15,539	38,142	231,336	259,061
Acadian**	0	93	273	409	8,713	5,565
2000 Sunbird	2,758	3,793	3,357	7,770	59,946	54,711
1000	786	547	520	1,527	18,312	12,199
Firebird	2,679	2,546	2,647	6,594	44,685	49,063
Phoenix	0	849	0	0	8,306	0
6000	1,530	0	1,592	3,805	0	15,895
Grand Prix/Bonneville	0	0	0	0	29,733	0
Parisienne	1,667	316	1,705	4,039	12,230	27,232
Fiero	2,400	2,275	2,405	5,955	49,411	44,749
Grand Am	3,360	0	3,040	8,042	0	49,647
HONDA	3,125	2,905	3,207	8,315	49,486	64,045
NISSAN	640	0	625	1,645	0	3,950
NUMMI (Nova)*	900	0	875	2,048	0	4,835
VOLKSWAGEN	2,350	2,329	2,273	5,881	46,638	39,535
Total Cars, U.S.	184,260	170,196	177,935	471,169	3,328,411	3,412,160
Total Cars, Canada	23,133	21,836	24,763	62,279	446,447	401,510
N. American Cars	207,393	192,032	202,698	533,448	3,774,858	3,813,670
N. American Trucks	92,069	81,689	95,815	243,268	1,571,704	1,705,371
North American Cars and Trucks	299,462	273,721	298,513	776,716	5,346,562	5,519,041

*—Revised estimate.
**—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

CANADIAN CAR PRODUCTION

	Week Ended May 18, 1985	Week Ended May 19, 1984	Week Ended May 11, 1985	May to Date	Jan. 1 to May 19, 1984	Jan. 1 to May 18, 1985
AMERICAN MOTORS	0	0	410	631	9,339	4,276
FORD MOTOR	11,328	10,655	11,346	29,161	171,566	197,923
GENERAL MOTORS	11,580	10,956	12,782	31,902	261,172	194,997
VOLVO	225	225	225	585	4,370	4,314
Total Cars, Canada	23,133	21,836	24,763	62,279	446,447	401,510

TRUCK PRODUCTION IN U.S.☆

	Week Ended May 18, 1985	Week Ended May 19, 1984	Week Ended May 11, 1985	May to Date	Jan. 1 to May 19, 1984	Jan. 1 to May 18, 1985
CHEVROLET	25,756	19,966	28,211	69,038	391,848	461,468
DODGE	4,600	4,211	4,636	12,006	82,027	82,452
FORD	27,712	26,900	25,834	69,002	477,133	479,036
GMC	8,508	6,816	8,756	22,313	127,032	140,514
INTERNATIONAL	1,734	1,797	1,668	4,459	29,471	32,095
JEEP	4,350	3,883	4,435	11,446	74,759	78,780
NISSAN	1,270	1,971	1,280	3,351	36,902	40,084
AM GENERAL	50	50	50	130	1,040	970
MISCELLANEOUS	1,739	1,000	1,739	4,521	20,600	35,933
Total Trucks, U.S.	75,719	66,594	76,609	196,265	1,240,812	1,351,342

CANADIAN TRUCK PRODUCTION

	Week Ended May 18, 1985	Week Ended May 19, 1984	Week Ended May 11, 1985	May to Date	Jan. 1 to May 19, 1984	Jan. 1 to May 18, 1985
CHRYSLER	7,330	6,838	8,930	21,593	141,243	164,590
FORD	3,648	3,441	3,622	9,435	64,773	69,331
GENERAL MOTORS	5,112	4,655	6,391	15,288	122,003	115,337
INTERNATIONAL	260	161	263	685	2,873	4,771
Total Trucks, Canada	16,350	15,095	19,206	47,002	330,892	354,029
N. American Trucks	92,069	81,689	95,815	243,268	1,571,704	1,705,371

☆—Now includes window van production. *—Estimated.
Jeep includes commercial only. All General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.